

REMARKS

Claims 1-9 are pending in this application, of these Claims 1, 4 and 7 are the independent Claims. In the Office Action, the Examiner rejected Claims 1-9 under 35 U.S.C. §102(e) as being anticipated by U.S. Patent Publication No. 2003/0191816 A1 (Landress).

Regarding the Examiner's rejection of independent Claims 1 and 4 under 35 U.S.C. §102(e), the Examiner states that Landress discloses each and every element of Claims 1 and 4 have been amended.

Landress discloses a system and method for providing interactive and customizable digital full-motion, animated and static multimedia content. Although Landress discloses assembling the customized communication according to a template and delivering the communication via an e-mail, Landress teaches that the customized communication is saved before it is sent to a recipient (see steps 130-155 in FIG. 7) via the e-mail. Landress further teaches sending an e-mail with a URL linked directly to the communication. In other words, as Landress teaches forming an e-mail including a URL linked to a communication and sending the e-mail to a recipient, the e-mail contains the URL link when it is initially formed.

In contrast, Claim 1 as amended includes the recitation of a multimedia server for receiving a multimedia e-mail message including multimedia data and e-mail data to be transmitted to the portable terminal, and after receiving the e-mail message, removing the multimedia data from the e-mail message, storing the multimedia data in an internal local

memory, and adding uniform resource locator (URL) information of a server on which multimedia data is stored as a predetermined format string to the e-mail message, which is neither taught or suggested by Landress.

Likewise, Claim 4, as amended, includes the recitation of receiving a multimedia e-mail message including multimedia data and e-mail data to be transmitted to the portable terminal, and after receiving the e-mail message, removing the multimedia data from the e-mail message, storing the multimedia data in an internal local memory, adding uniform resource locator (URL) information of a server on which multimedia data is stored as a predetermined format string to the e-mail message, and transmitting the e-mail message to the e-mail server in the multimedia server, which is neither taught nor suggested by Landress.

Accordingly, in light of the aforementioned amendments and arguments, applicants respectively submit that the rejection of Claims 1 and 4 should be withdrawn.

Regarding the Examiner's rejection of independent Claim 7 under 35 U.S.C. §102(e), the Examiner states that Landress discloses each and every element of Claim 7. Claim 7 has been amended.

As stated above, Landress discloses a system and method for providing interactive and customizable digital full-motion, animated and static multimedia content.

In contrast, Claim 7 as amended includes the recitation of determining whether the received e-mail message contains link information including a predetermined format string; and displaying the e-mail message with multimedia link information including uniform resource locator (URL) information of server on which multimedia data is stored,

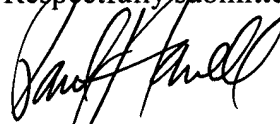
if it is determined that the link information includes the predetermined format string, wherein an e-mail recipient can access data stored in a video-on-demand (VOD) server by selecting the multimedia link information from within an opened e-mail, which is neither taught nor suggested by Landress.

Accordingly, for at least the same reasons as stated above with respect to Claims 1 and 4, applicants respectfully submit that the rejection of Claim 7 should be withdrawn.

Accordingly, all of the claims pending in the Application, namely, Claims 1-9, are believed to be in condition for allowance.

Should the Examiner believe that a telephone conference or personal interview would facilitate resolution of any remaining matters, the Examiner may contact Applicants' attorney at the number given below.

Respectfully submitted,



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